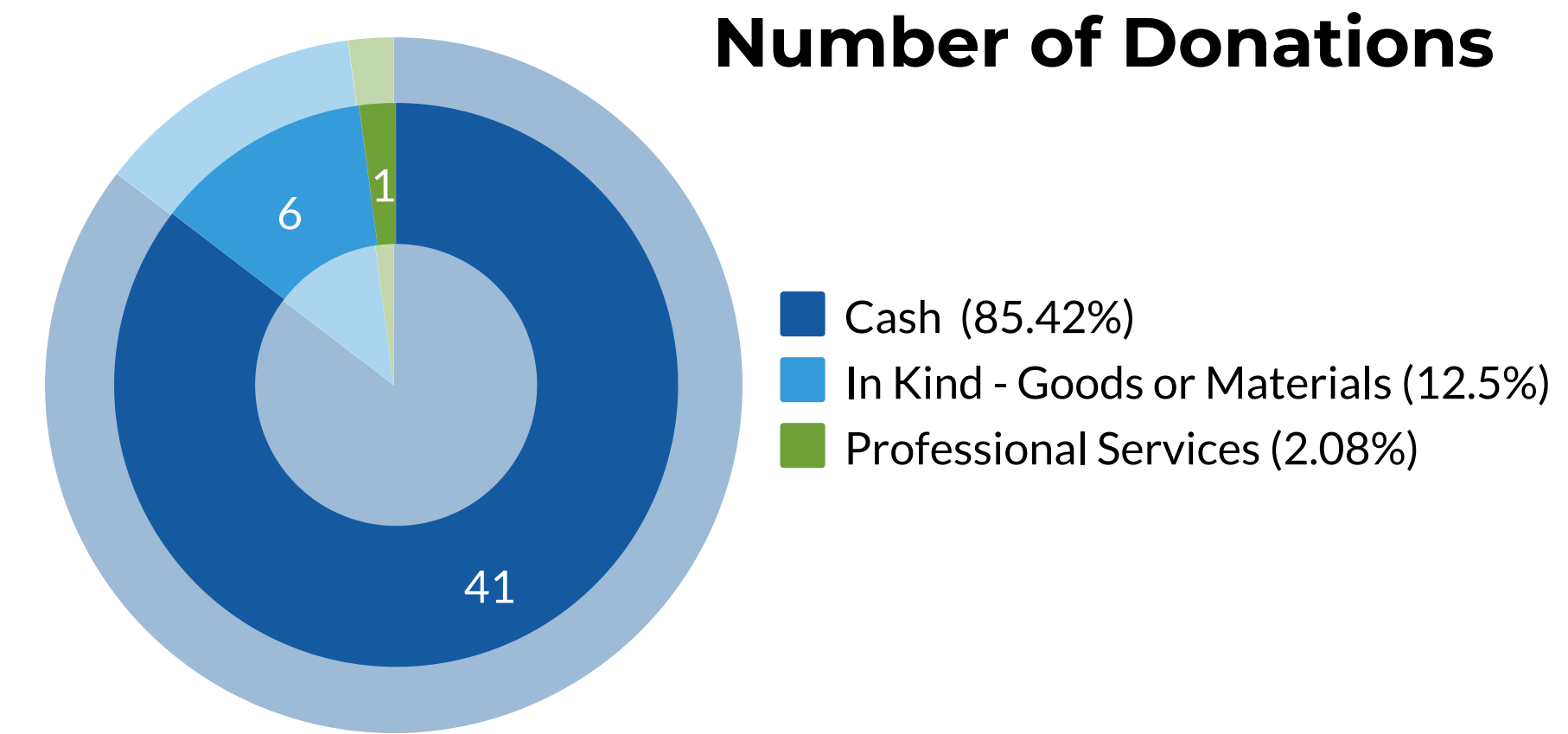
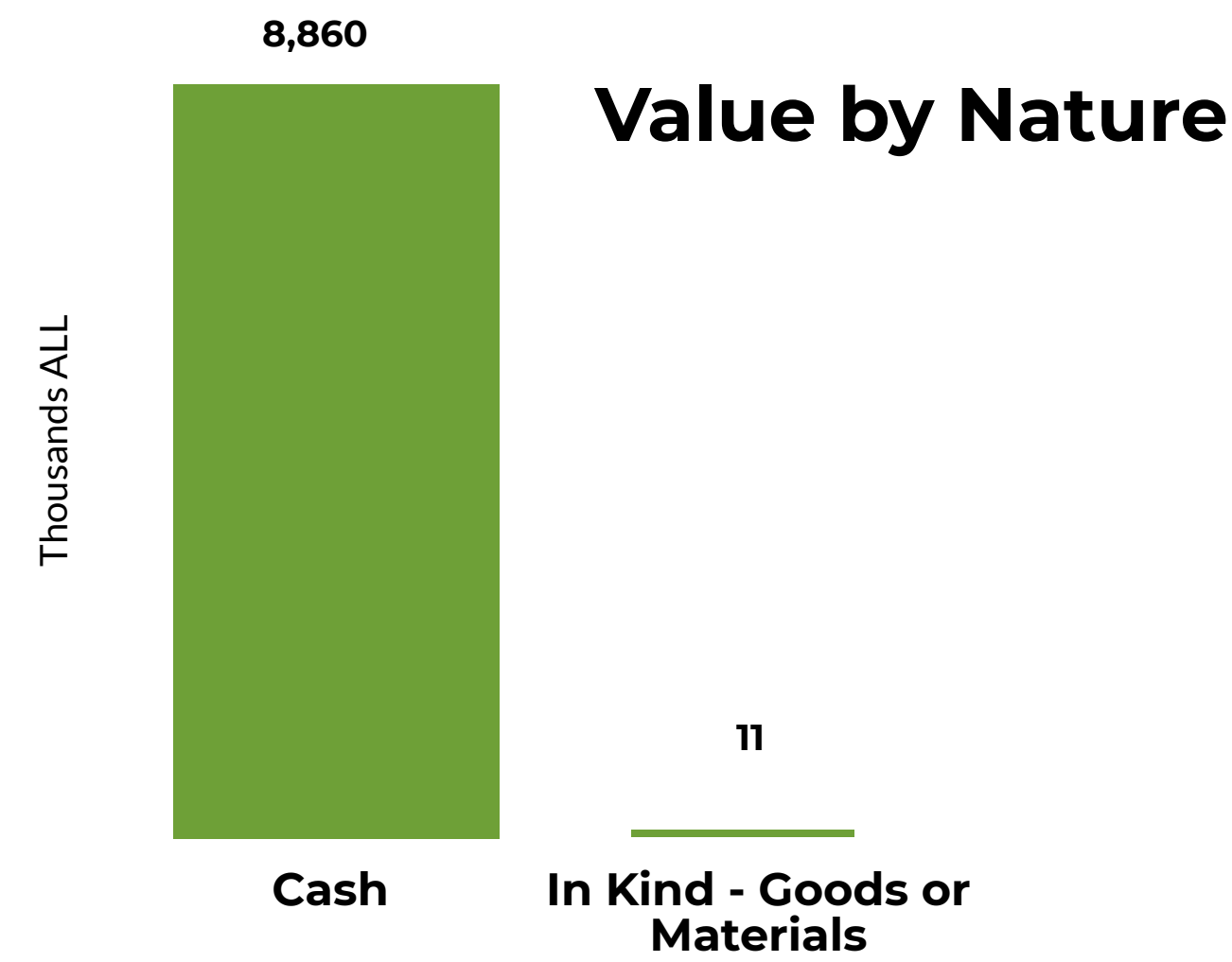


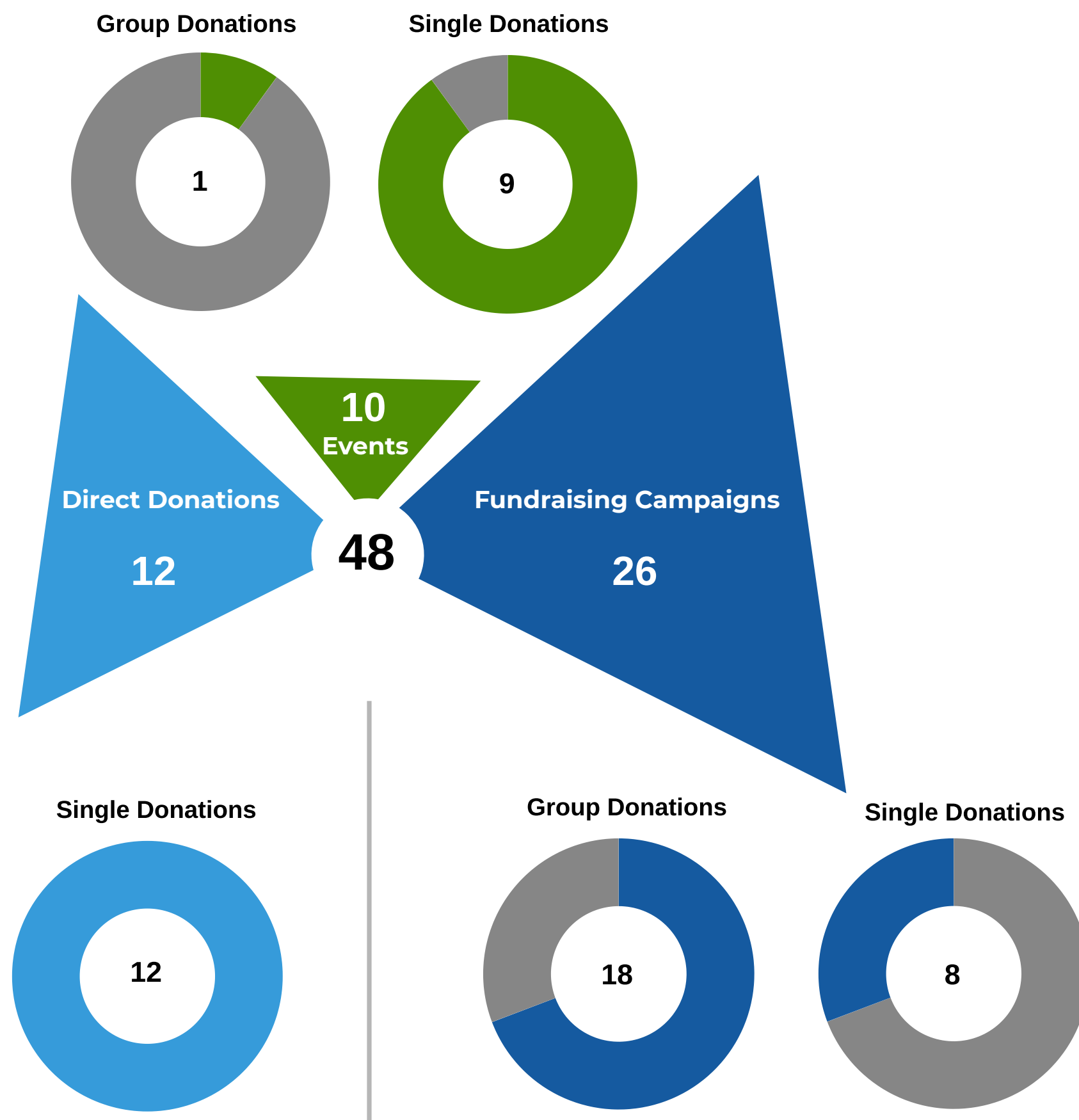
Data on Philanthropic Activity

tracked through online and media platforms

September 2021



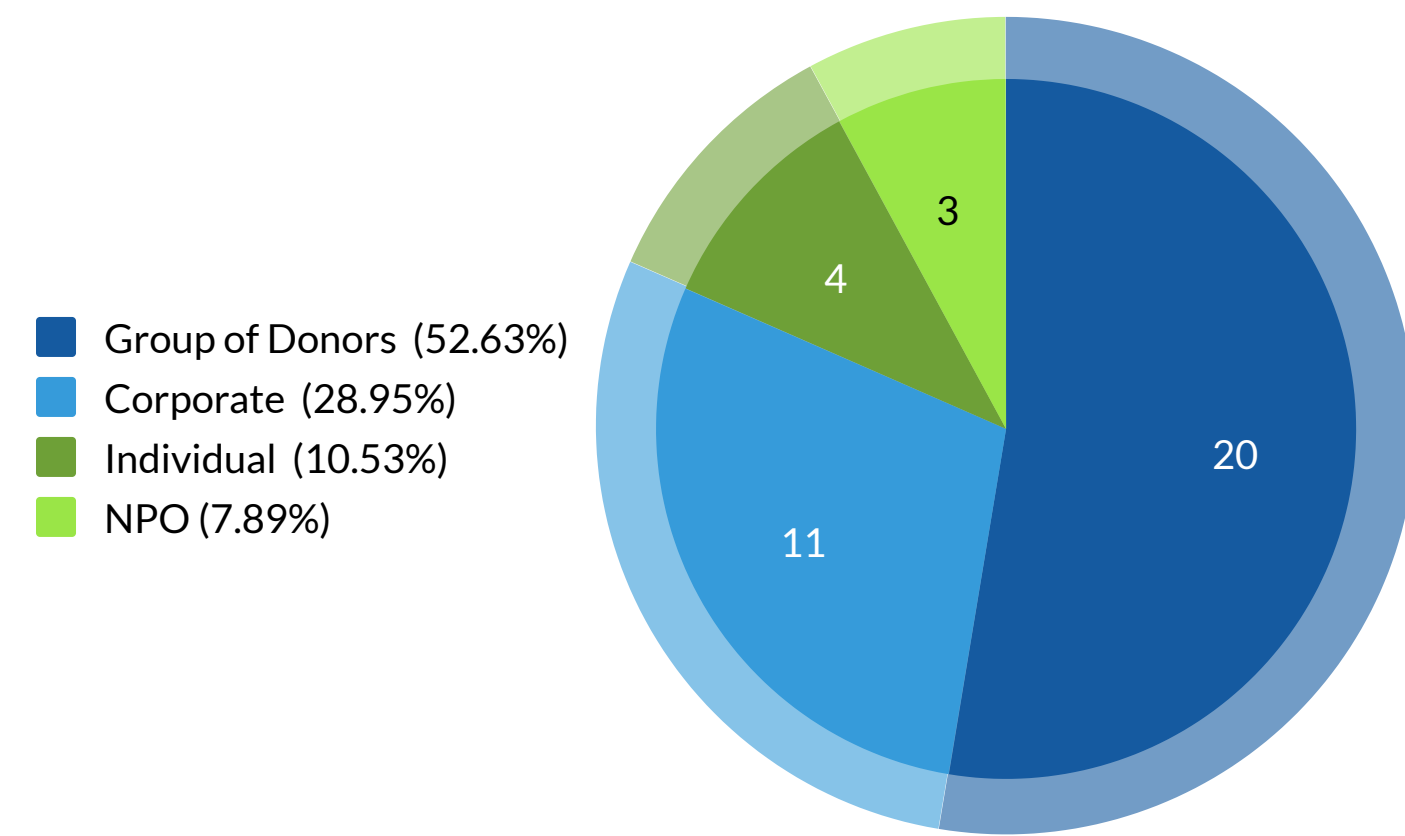
Type of Donation



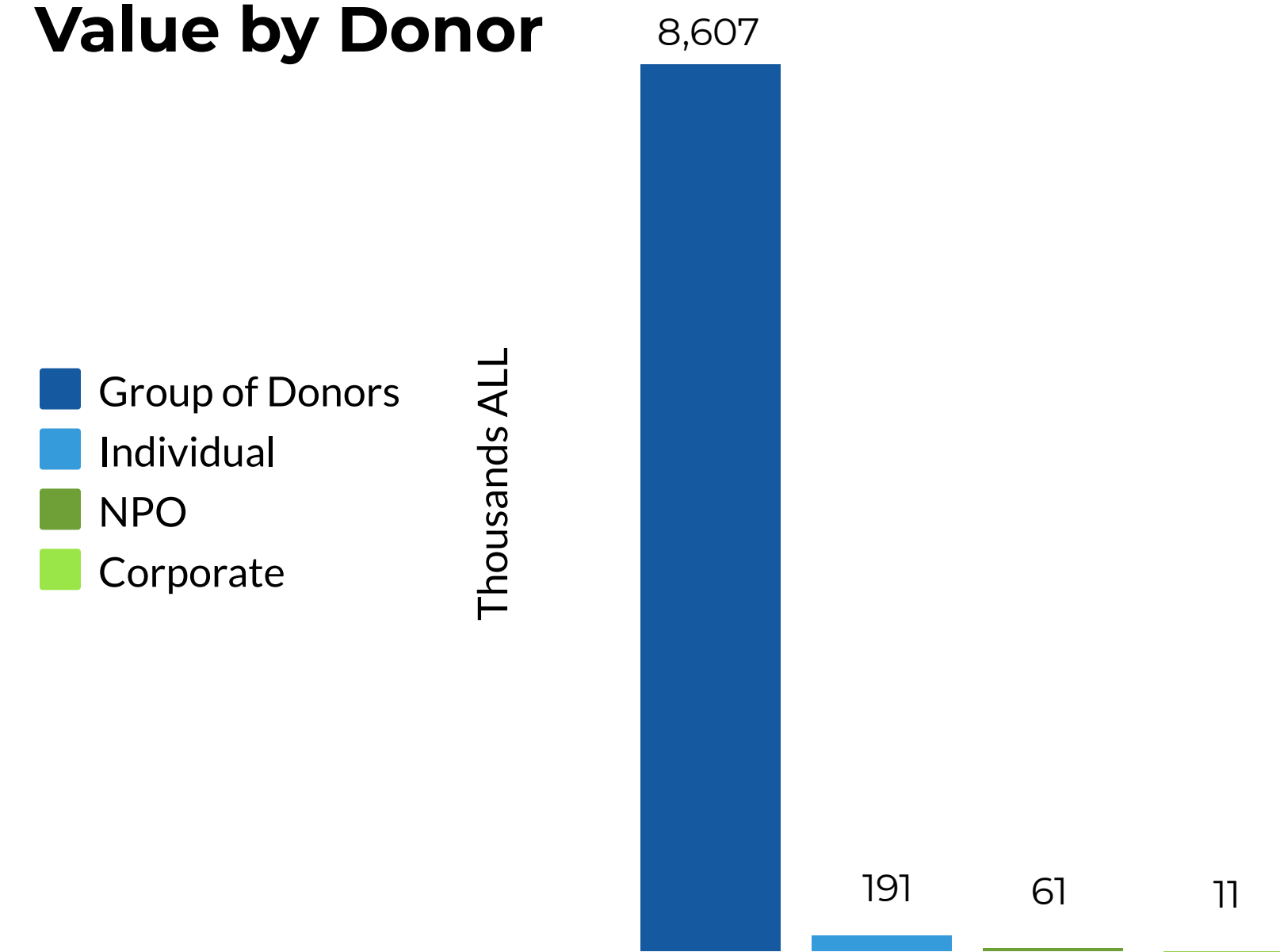
Fundraising Campaigns



Number of Donors*



Value by Donor



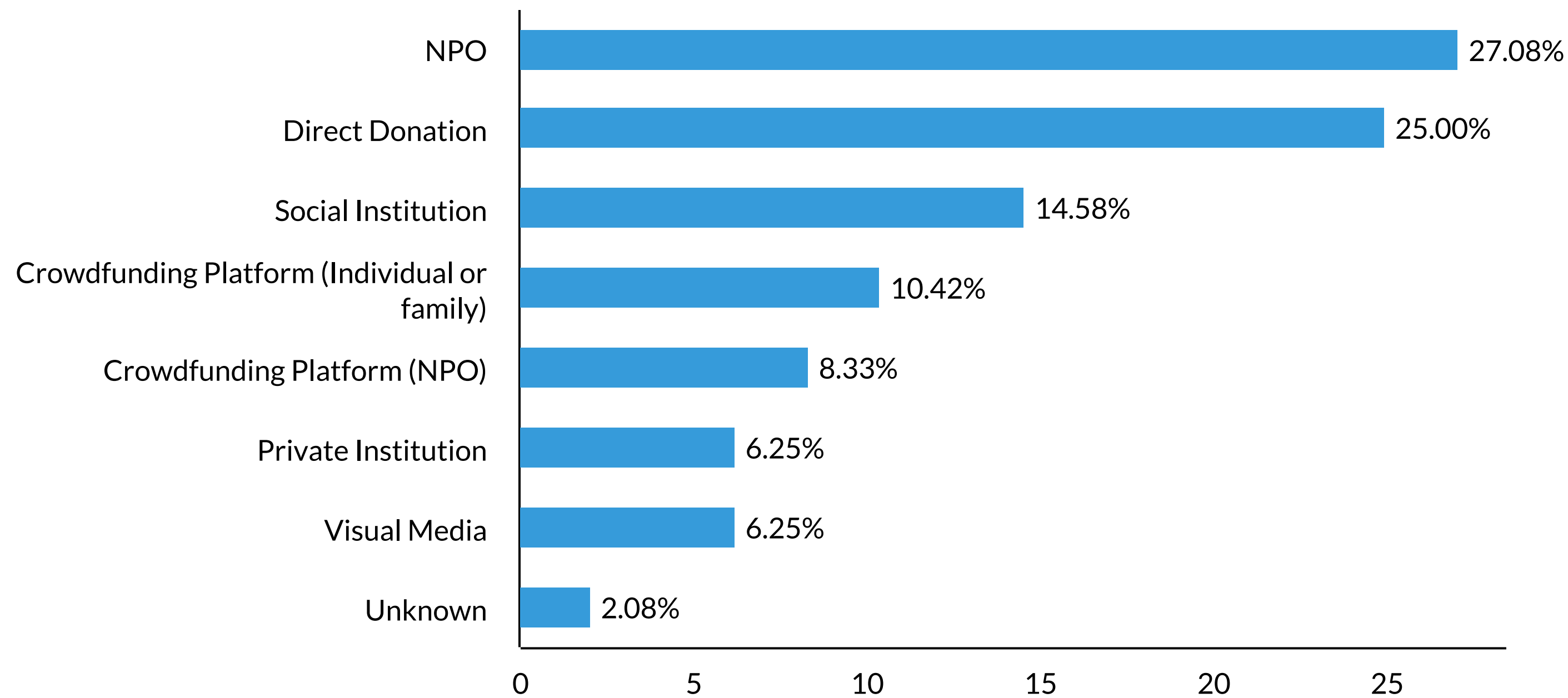
Purpose of Donation

- Support to Marginalized Groups (22.92%)
- Education (22.92%)
- Healthcare (16.67%)
- Poverty Relief (16.67%)
- Art and Culture (14.58%)
- Heritage (2.08%)
- Public Infrastructure (2.08%)
- Response to Natural Disaster (2.08%)



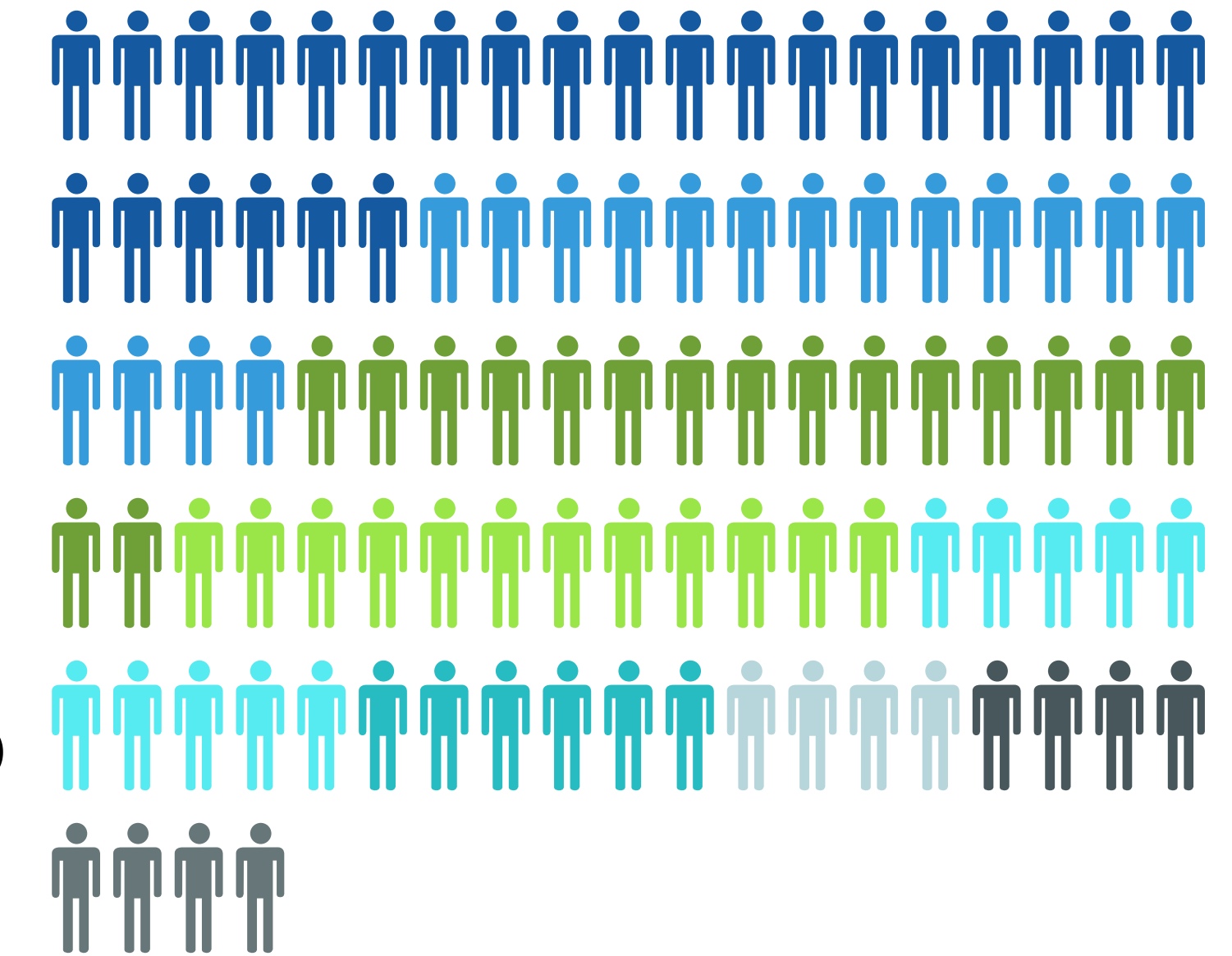
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Channels of Donation



Final Beneficiaries

- Ch&Y - Without Parental Care (25%)
- General Public (16.67%)
- People - In Economic Need (16.67%)
- Ch&Y - In Economic Need (12.5%)
- Ch&Y - PWD (10.42%)
- People - PWD (6.25%)
- Adults - Elderly (4.17%)
- Ch&Y - From Specific Geography (4.17%)
- People - From Specific Geography (4.17%)



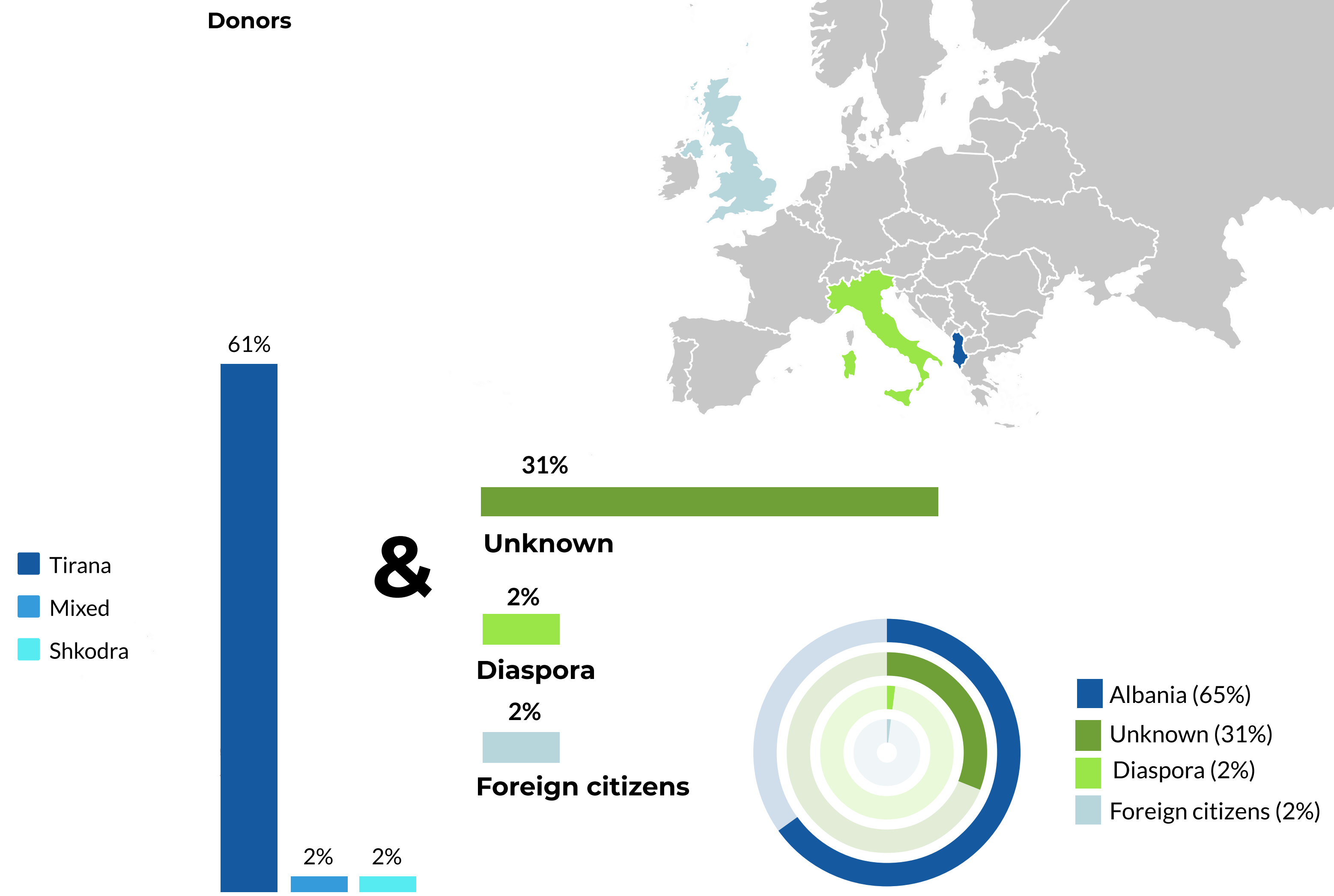
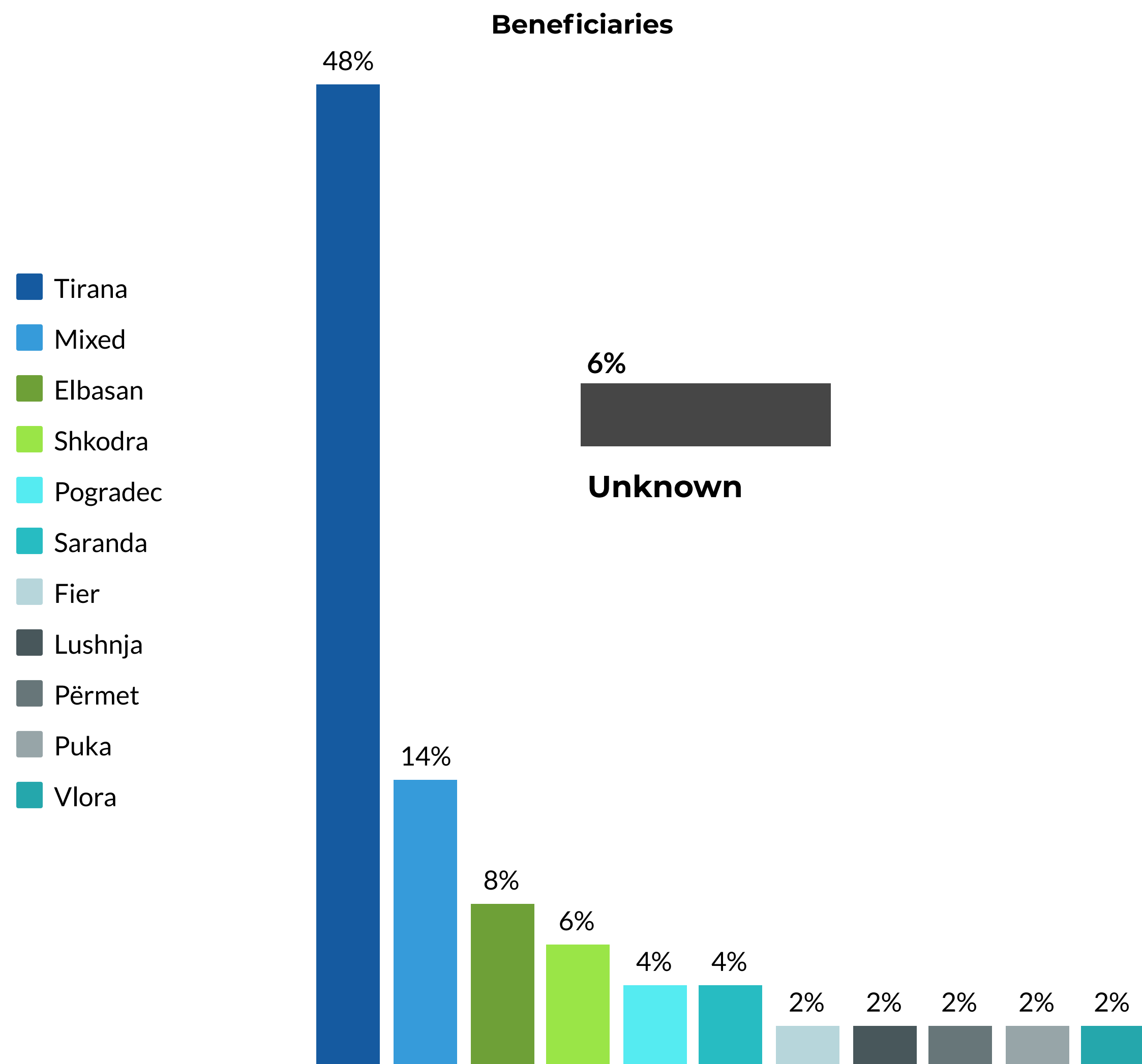
3 main DONORS by value of donations

- #1 Group of Donors - 3,374,351 ALL**
Online crowdfunding campaign to help Mirjan Myftari recover his eyesight
- #2 Group of Donors - 1,823,100 ALL**
A call for donations to raise the amount needed for 4 year old Kleo Muça's surgical intervention
- #3 Group of Donors - 1,336,940 ALL**
A call for donations to raise the amount needed for little Ajsel Koko's medical treatment

Main DONORS by number of donations

- #1 American Bank of Investments**
- #2 Hope for the World Foundation**
- #3 Raiffeisen Invest**
- #4 Credins Bank**
- #5 Balfin Group**

Geographic Coverage of Donations



Direct Donation - Donation that is carried out directly from the donor to the recipient
Fundraising campaign - Fundraising that occurs during a certain period of time for a particular social cause
Event - is short-term fundraising effort organized to raise funds for a specific purpose
Mega Campaign - Campaigns promoted on many platforms simultaneously (crowdfunding, social media, visual media, etc.)
Poverty Relief - Donations carried out with the aim to mitigate poverty for individuals or families living in economic difficulties or affected by previous natural disasters
Seasonal Giving - Donations made during the holidays season
General Public - Groups of people or individuals who were assisted through economic or material aid in cases of recovery from natural disasters, or living difficulties
PWD - Persons with disabilities

Group of Donors - Large or small groups of individuals who donate
Mixed - Donations which are combined by more than one category/municipality
SME - Small and medium enterprises
Crowdfunding Platform (Individuals or families) - donations that are channeled through online crowdfunding platforms created by individuals or families
Crowdfunding Platform (NPO) - donations channeled through online crowdfunding platforms created by NPOs

